

**PRESENTASI DIRI JANDA DI SITUS KENCAN ONLINE TINDER**  
**(Studi Kasus Pada Pengguna Tinder di Kota Bandung)**

**SKRIPSI**

Diajukan untuk memenuhi syarat memperoleh gelar  
Sarjana Ilmu Komunikasi Konsentrasi Hubungan Masyarakat



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## ABSTRAK

Penelitian ini membahas mengenai presentasi diri janda disitus kencan online Tinder. Presentasi diri diartikan sebagai suatu usaha untuk memmbentuk citra atau kesan yang diinginkan oleh pengguna kepada khalayak yang ia sasar. Penelitian ini dilakukan bertujuan untuk mengetahui motivasi penggunaan Tinder oleh janda, mengetahui strategi presentasi diri janda di situs kencan online Tinder dan mengetahui bagaimana presentasi diri dapat meminimalisir stigma janda dalam Tinder. Metode penelitian yang digunakan dalam penelitian ini adalah studi kasus dengan pendekatan kualitatif pada janda pengguna situs kencan online Tinder. Hasil penelitian menunjukkan bahwa motivasi janda dalam menggunakan Tinder terbagi menjadi dua yaitu untuk mencari pasangan dan relasi. Strategi yang digunakan yaitu *Ingratiation* dan *Exemplification* dengan memberikan sanjungan, penggunaan foto terbaik, penggunaan humor, *Competence* dengan menampilkan pekerjaan dan pendidikan, *Intimidation* dengan menunjukkan rasa marah dan tidak suka, *Supplication* dengan menunjukkan kesedihan. Janda menunjukkan kepemilikan anak, status dan kriteria sebagai motivasi menunjukkan presentasi diri. Janda berusaha meminimalisir stigma tersebut dengan menunjukkan rasa marah dan menunjukkan diri secara positif di profil Tinder dengan srategi *Intimidation*, *Ingratiation* dan *Exemplification*.

**Kata Kunci : Janda, Presentasi Diri, Tinder, Strategi Presentasi Diri Janda, Kencan Online, Stigma, Pengelolaan Kesan**

## **ABSTRACT**

*This study discusses about self-presentation of widows on Tinder's online dating site. Self-presentation is defined as an attempt to form the image or impression desired by the user to the target. This research was conducted to find out how to use Tinder by widows, to know the widow's self presentation strategy on Tinder and to find out how self-presentation can minimize the stigma of widows on Tinder. The research method used in this research is a case study with a qualitative approach to the widows of Tinder users' online dating sites. The results showed that the motivation of widows to use Tinder was divided into two that is to looking for partners and relationships. The strategy used is Ingratiation and Exemplification by providing flattery, using the best photos, using humor, Competence by showing work and education, Intimidation by showing anger and dislike, Supplication by showing sadness. Widows show children on the profile, status and criteria as motivation for self-presentation. The widows try to minimize the stigma by showing anger and showing themselves positively on the Tinder profile with the Intimidation, Ingratiation and Exemplification strategies.*

**Keywords:** *Widow, Self Presentation, Tinder, Widow Self Presentation Strategy, Online Dating, Stigma, Impression Management*

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